

Footfall

3,842

Budget : 13,818 (↘ 9,976) **28%▼**

Vs Comparison : ↘ 5,700

Bookings

5,505

Middle East	2,662
Europe	1,527
Asia	1,311
Australia	5

Premium Tickets

102

● Conversion ● Direct

Middle East	24	26	50
Europe	15	30	45
Asia	5	7	12

Achievement

Middle East	51.66%
Europe	21.45%
Asia	20.38%
Australia	2.22%

Global

3,842

Budget : 13,818 (↘ 9,976)
UnScanned : 2,534
Vs Comparison : ↘ 5,700

	Group	Online	Walkin
FF	2,713	796	333
TGT	10,802	1,937	1,079
Ach	▼ 8089	▼ 1141	▼ 746
Ach%	25%	41%	31%

School	2,588 ▼	51%
General	1,130 ▼	41%
Corporate	124 ▼	2%

	Booking	Visit	Var
ABC	98	98	0
BD/BDP	2924	60	2864
Online	513	513	0
TOP	1970	723	1247
Total	5505	1394	4111

Europe

912

Budget : 4,252 (↘ 3,340)
UnScanned : 577
Vs Comparison : ↘ 2,330

	Group	Online	Walkin
FF	551	255	106
TGT	3,600	352	300
Ach	▼ 3049	▼ 97	▼ 194
Ach%	15%	72%	35%

School	448 ▼	44%
General	362 ▼	60%
Corporate	102 ▼	4%

	Booking	Visit	Var
ABC	81	81	0
BD/BDP	763	16	747
Online	200	200	0
TOP	483	1	482
Total	1527	298	1229

Middle East

1,808

Budget : 3,500 (↘ 1,692)
UnScanned : 1,379
Vs Comparison : ↗ 2

	Group	Online	Walkin
FF	1,220	390	198
TGT	2,500	600	400
Ach	▼ 1280	▼ 210	▼ 202
Ach%	49%	65%	50%

School	1,200 ▲	169%
General	588 ▼	59%
Corporate	20 ▼	1%

	Booking	Visit	Var
ABC	15	15	0
BD/BDP	948	44	904
Online	212	212	0
TOP	1487	722	765
Total	2662	993	1669

Asia

1,108

Budget : 5,436 (↘ 4,328)
UnScanned : 564
Vs Comparison : ↘ 2,825

	Group	Online	Walkin
FF	942	146	20
TGT	4,272	864	300
Ach	▼ 3330	▼ 718	▼ 280
Ach%	22%	17%	7%

School	940 ▼	28%
General	166 ▼	17%
Corporate	2 ▼	0%

	Booking	Visit	Var
ABC	2	2	0
BD/BDP	1213	0	1213
Online	96	96	0
Total	1311	98	1213

Australia

14

Budget : 630 (↘ 616)
UnScanned : 14
Vs Comparison : ↘ 547

	Group	Online	Walkin
FF		5	9
TGT	430	121	79
Ach	▼ 430	▼ 116	▼ 70
Ach%		4%	11%

General	14 ▼	9%
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	Booking	Visit	Var
Online	5	5	0
Total	5	5	0